FILE

SEPTEMBER 13,

1965

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fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, SEPTEMBER 10, 1965		
Thursday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS	BERGDORF GOODMAN	2ND FLOOR SALON
	Bergdorf Goodman will present their Fall import collection. By invitation. (For Release, Mon., Sept. 13.) Publicity: Florence Neff, PL. 3-7300.		
Thursday Sept. 9 1:30 P.M.	FASHION SHOW AT TENNIS MATCHES	EASTMAN CHEMICAL PRODUCTS, INC.	FOREST HILLS TENNIS STADIUM
	"Yesterday, Today and Tomorrow"--produced by Fashion Coordinators. Showing tennis whites of Eastman Kodel polyester at U.S. Nat'l Tennis Championship matches. Designs by: Elizabeth Arden, Court Jester, Courtship, Haymaker, F.B. Horgan, John of California, Victor Joris, Juniorite, Loomtogs, Vera Maxwell, Riha of Santa Barbara, Serbin, Serendipity III, Chuck Silvers, Sphairistike, Edythe Sullivan, Sun Togs, Tennis Time, Tiger, Florence Walsh, Winkies. Accessories by: Beautiful Bryans, Sally Gee. Men's fashions by: Brentwood, Robert Bruce, McGregor, Edythe Sullivan. Publicity: Jean Maxwell at Paul Bradley, Inc., PL. 2-5105.		
Thursday Sept. 9 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW: "NEW WORLD OF CARNEGIE"	HATTIE CARNEGIE	393 FIFTH AVENUE SHOWROOM - 7TH FLOOR
	"New World of Carnegie"--preview of jewelry, millinery and perfumes in one new showroom. By invitation. Publicity: Linda de Refler, MU. 7-2085.		
Beginning Thursday Sept. 9	OPENING: HOLIDAY JUNIOR COLLECTION	NOEL JUNIORS, INC.	1400 BROADWAY SHOWROOM - 31ST FLOOR
	Continuous daily showings of cocktail and late-day junior and junior petite fashions, designed by Jerry Johnson. Contact: BR. 9-3112.		
Sept. 10	MACY'S RELEASE DATE--International Home Furnishings. (No Press Show)		
Sept. 10	LORD AND TAYLOR RELEASE DATE--Parisienne collection. (No Press Show)		
Friday Sept. 10 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL GRAND BALLROOM
	"The European Import Collections"--Autumn import fashions at breakfast and luncheon shows. Report and commentary by Kathleen Casey, editor-in-chief, "Glamour Magazine." Prices: Breakfast--$8.00, members; $15.00, guests. Luncheon--$10.00, members; $20.00, guests. Contact: CI. 7-3940.		
	WEEK BEGINNING MONDAY, SEPTEMBER 13, 1965		
Sept. 13	BERGDORF GOODMAN RELEASE--Import fashions. (Preview, Sept.9--See Above)		
Monday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS	BERGDORF GOODMAN	4TH FLOOR SALON
	Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S; and first collection by Marguery Burke Bohagen of the U.S. By invitation. (Release, Tues., Sept. 14.) Publ.: Florence Neff, PL. 3-7300.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Sept. 13	OPENING: HOLIDAY AND RESORT COLLECTION	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Informal showings. By appointment. Contact: Anne Towne, CH. 4-2655.		
Week of Sept. 13	RESORT COLLECTION IN NEW YORK	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM PRIVATE SUITE
	Continuous showings of Resort fashions by Helga. Contact: Walter Oppenheimer, MAdison 7-0806 (L.A.).		
Beginning Monday Sept. 13	CRUISE AND SOUTHERN FASHIONS	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Small collection of cruise and Southern fashions. By appointment. Contact: Harold Queler, LO. 3-4358.		
Beginning Monday Sept. 13	OPENING: HOLIDAY-RESORT FASHIONS	SCHRADER COLLECTIONS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Daily informal showings of Holiday-Resort collections: Mort Schrader, Stephan Ltd., and M.S. Couture(suits). Contact: Betty Yarmon, TR.9-7112 or LO. 4-9194.		
Sept. 14	PRIMARY DAY IN NEW YORK		
Tuesday Sept. 14 11:30 A.M.	HOLIDAY AND RESORT COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By reservation. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.		
Tuesday Sept. 14 12:00 Noon	RESORT-HOLIDAY COLLECTION	GEORGIA BULLOCK	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Showing of Georgia Bullock's Resort and Holiday collection. By reservation. Contact: Mary Jean Rainnie, 565-2827.		
Tuesday Sept. 14 12:00 Noon Luncheon	PRESS PREVIEW OF IMPORT FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will present their import collection to the press. By invitation. (For Release, Wed., Sept. 15.) Publicity: Margery Rubin, OX. 5-4400.		
Wednesday Sept.15 2:00 P.M.	RESORT, EARLY SPRING COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showings Sept. 15, 16, 20, 22 at 2:00 P.M. (Note Change of Date). By appointment. Contact: Mrs. J. Sweedler, ER. 9-8987.		
Tuesday Sept. 14 3:00 P.M.	OPENING: HOLIDAY-RESORT COLLECTION	ANNE FOGARTY, INC.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Also, Sept. 21 at 3:00 P.M. By reservation. Contact: Shirley Ornstein, LO. 4-9115.		
Tuesday Sept. 14 4:00 P.M.	PRESS AND CUSTOMERS: FALL CUSTOM-ORDER	DICK WEBSTER	45 WEST 56TH STREET SALON - 4TH FLOOR
	Dick Webster will present his custom-order collection to the press and customers. By invitation. Thereafter by appointment. Publicity: Jan Taylor, TR. 9-8965.		
Tuesday Sept. 14 4:00 P.M.	HOLIDAY AND RESORT COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM --22ND FLOOR
	Also Sept. 20 and 22 at 4:00 P.M. By reservation. Contact: PE. 6-5547.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 14 6:30 P.M.-9:00 P.M.	FIRST SESSION OF FASHION CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER(345 E.47TH ST.)
	Subject:"Ready-To-Wear." Speakers: Donald Brooks--Donald Brooks, Inc.; Deanna Littell; Leon Frechtel--Harry Frechtel Corp.; Monika Tilley--Cole of California, Inc. Moderator: Jeanne Pierre--Hockaday Associates. Prices of course (10 lectures): $20.00. Individual sessions: $2.75. Contact: CI. 7-3940.		
Beginning Tuesday Sept. 14	OPENING OF MIDSEASON COLLECTION	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Continuous showings midseason sportswear and casual dresses. Contact: LO. 3-6126. Publicity: Essie Pinsker, 110 W. 40th St., WI. 7-2514.		
Sept. 15	BENDEL RELEASE DATE--New Head Coverings.		
Wednesday Sept. 15 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND REPRODUCTIONS	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
	Press preview of Alexander's imports and reproductions. (Note Change of Date). By invitation. (For Release, Thurs., Sept. 16) Publ.: Rene Hall, OX. 5-4500, Ext. 285.		
Wednesday Sept. 15 12:00 Noon Luncheon	"FASHION AND FINANCE" --LUNCHEON SHOW	ROBERT SLOAN SPORTSWEAR, INC.	HOTEL PIERRE BALLROOM
	Robert Sloan's "Blue Chip Collection" of fashions designed by Sylvia de Gay, in conjunction with a financial forum by Merrill, Lynch, Pierce, Fenner & Smith. Fashions available at "Miss Bergdorf." Press by invitation. Public by reservation: $6.00; contact:"Banquet Dept.," TE. 8-8000. Door prizes: Stocks and Bonds. Robert Sloan Publ.: Margaret Hodge, LT. 1-3260.		
Wednesday Sept. 15 12:30 P.M.	SPANISH IMPORTS AT LUNCHEON SHOW	CORTEFIEL DE ESPANA "FEMINA"	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Barbetta Publ.: Ellen Perl, TE. 2-8212. Reservations ($5.00): CI.6-9171.		
Wednesday Sept. 15 3:30 P.M.	PREMIERE SHOWING: RESORT-SPRING FASHIONS	STONY BROOK CASUALS, INC. (DIV. OF DAVID CRYSTAL)	500 CLUB 500 SEVENTH AVENUE
	Preview of Stony Brook Casuals' Resort-Spring collection at premiere showing. For press and resident buyers, by invitation. Publicity: Jeanette Gottlieb, BR. 9-6560, Ext. 268.		
Wednesday Sept. 15 4:00 P.M.-6:00 P.M. Cocktails	TYCORA PRODUCTS IN CRESLAN ACRYLIC FIBER	AMERICAN CYANAMID CO. (FIBERS DIVISION)	SHERATON-EAST HOTEL BALLROOM
	"The Nonchalants"--Holiday showing of Tycora products using American Cyanamid's Creslan acrylic fiber. Presented by Caledonia Knits, Goldworm Sportswear, Nantucket Naturals, Tannel Knits, Young Viewpoint Fashions. By invitation. Contact: Dorothy Ashton, Sally Dickson Assoc., TN.7-2055.		
Wednesday Sept. 15 4:00 P.M. Cocktails	PREVIEW OF SPRING SWIMSUIT FASHIONS	BAY CLUB (1407 BROADWAY)	ARTHUR 154 EAST 54TH STREET
	Spring and Summer '66 swimsuits. Showing at 5:00. By invitation. Fashion coordinator and commentator: Phyllis Youngheart. Contact: LW. 4-2614.		
Wednesday Sept. 15 5:30 P.M.	LECTURE ON NEW FABRIC DEVELOPMENTS	NEW YORK FASHION DESIGNERS, INC.	1457 BROADWAY ROOM 809
	Lecture by Mr. Bernard Surgil, David B. Carmel Co. Reports by: Frances Duehren (European trip); Clara Blatt (trip to Japan). For members and guests. Contact: Frances Duehren, WI. 7-0324.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 16 9:30 A.M. Coffee	PREVIEW: HAUTE COUTURE IMPORTS AND COPIES	OHRBACH'S	5TH FLOOR
	Preview for press of Paris and Italian haute couture fashions and line-for-line copies. By invitation. (For Release, Friday, Sept. 17) Publicity: Mark Klauser or Mary Ann Crenshaw, OX. 5-4000, Ext. 208.		
Thursday Sept. 16 12:00 Noon Luncheon	PRESS PREVIEW: "MOOD MEDITERRANEAN" IMPORTS	STERN BROTHERS	6TH FLOOR CONFERENCE ROOM
	Stern Brothers will preview their storewide "Mood Mediterranean" import collection of fashions and home furnishings. By invitation.(For Release, Fri., Sept. 17.) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.		
Thursday Sept. 16 3:30 P.M. Cocktails	RESORT AND HOLIDAY COLLECTION	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Cocktail and formal fashions--"Surprise Double Feature" showing for press and buyers. By invitation. Continuous showings beginning Mon., Sept. 20. Contact: Sylvia Greer or Al Davis, WI. 7-9470.		
Thursday Sept. 16 4:00 P.M. Cocktails	PREVIEW OF RESORT-SPRING COLLECTION	KORRIGAN-PARIS; AVAGOLF OF MILAN	SHERRY NETHERLANDS CARNAVAL ROOM
	Knit ensembles and dresses in silk and wool for Resort and Spring. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 246-4818.		
Thursday Sept. 16 5:30 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS BY PERTEGAZ	LORD & TAYLOR	3RD FLOOR
	Lord & Taylor will preview fashions by Pertegaz. By invitation. (For Release, Mon., Sept. 20.) Publicity: Jeri Savidge, WI. 7-3300.		
Sept. 17	STERN BROTHERS' RELEASE--"Mood Mediterranean.(Preview, Sept.16--Above)		
Sept. 17	OHRBACH'S RELEASE--Import fashions. (Preview, Sept. 16--See Above)		
Friday Sept. 17 9:30 A.M.	PREVIEW: RESORT READY-TO-WEAR COLLECTION	HOSONO OF TOKYO--HAUTE COUTURE	REGENCY HOTEL BALLROOM
	First presentation in U.S. by Hosono of Tokyo, at a preview for press and buyers. By invitation. Publ.: Nona Lou Greene, 301 E.66th St., LE.5-8151.		
Friday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
	Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Mon., Sept. 20.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday Sept. 17 11:30 A.M.	OPENING: HOLIDAY-RESORT COLLECTION	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Helena Barbieri's collection of Holiday-Resort fashions. By reservation. Contact: CH. 4-3169.		
Sunday Sept. 19 11:15 P.M.	IMPORT FASHIONS ON TELEVISION	MACY'S NEW YORK	WNBC-TV CHANNEL 4
	Television presentation of Macy's Fall import collection and copies. Publicity: Margery Rubin, OX. 5-4400.		
Sept. 20	MAINBOCHER RELEASE--Custom-order fashions. (Preview, Sept. 17--See Above)		
Sept. 20	LORD & TAYLOR RELEASE--Fashions by Pertegaz, (Preview, Sept.16--See Above)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 20 10:00 A.M. Breakfast	NATIONAL SWEATER QUEEN CONTEST	NAT'L KNITTED OUTERWEAR ASSN.(386 PK.AVE.SO.)	WALDORF-ASTORIA PILLEMONT SUITE
	Presentation of National Sweater Queen and Junior Sweater Queen, in conjunction with the National Sweater Week (Sept. 20-26). Proclamation by Mayor Wagner will be presented, following selection of Queen. By invitation. Publicity: Edward A. Brandwein, MU. 3-7520.		
Monday Sept. 20 10:30 A.M.	OPENING: RESORT COLLECTIONS	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Leonard Arkin at 10:30; Andrew Arkin at 11:15. Contact: WI. 7-5324.		
Monday Sept. 20 12:15 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS	MACY'S NEW YORK	3RD FLOOR
	Macy's will present their import fashions at two showings, 12:15 P.M. and 5:45 P.M. Open to public. Publicity: Margery Rubin, OX. 5-4400.		
Monday Sept. 20 12:45 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS	OHRBACH'S	5TH FLOOR
	Ohrbach's will present its Paris and Italian haute couture originals and line-for-line copies at two showings. First show (celebrity show) 12:45 P.M., by invitation only; second show, 5:45 P.M., open to public, no reserved seats. (In Newark, Wed., Sept. 22 at 12:45 P.M., 2nd floor. In Westbury Thurs., Sept. 23 at 12:45 P.M., 2nd floor.) Publicity: Mark Klauser, OX. 5-4000, Ext. 208.		
Monday Sept. 20 2:15 P.M.	RESORT AND EARLY SPRING COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Showing of Resort and early Spring collection, designed by Ferdinand Bosc, Sept. 20, 29, and Oct. 4 at 2:15 P.M. By appointment. Contact: CH.4-4600.		
Monday Sept. 20 4:00 P.M. Cocktails	PREVIEW OF RESORT SWIMSUIT COLLECTION	DARLENE KNITWEAR (1407 BROADWAY)	FOUR SEASONS REST. 99 EAST 52ND STREET
	Darlene will preview their new swimsuit collection. Showing at 4:30 P.M. By invitation. Fashion Coordinator: Phyllis Youngheart, PL. 1-0752.		
Monday Sept. 20 4:30P.M. Cocktails	PRESS PREVIEW OF MEN'S CRUISEWEAR	JOHN WEITZ FOR BOTANY BRANDS AND NEEDLES	RCA BUILDING RAINBOW RM.-65TH FLOOR
	John Weitz will preview men's shirt and pants designs for Botany Brands and Needles of California. By invitation. Contact: Miss Schutz,LO.3-4920.		
Beginning Monday Sept. 20	HOLIDAY AND RESORT COCKTAIL FASHIONS	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Cocktail and evening fashions, designed by George Nardiello. Continuous daily. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.		
Beginning Monday Sept. 20	OPENING: RESORT COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Arthur Jablow's Resort coats, suits, ensembles, designed by David Kidd. By appointment. Contact: Virginia Yost, LA. 4-3404.		
Beginning Monday Sept. 20	OPENING: HOLIDAY AND RESORT COLLECTION	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Boutique separates, cashmere coordinates, casual and dressy suits, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0220.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Sept. 20	RESORT AND SPRING IMPORTED READY-TO-WEAR	FONTANA OF ROME	HOTEL PLAZA SUITE 336-338
	Continuous showings of Fontana's made-in-Italy couture collection. By appointment. Contact: Joan Franges, PL. 3-7244.		
Sept. 21	ABRAHAM & STRAUS RELEASE--Knit fashions. (No Press Show)		
Tuesday Sept. 21 10:30 A.M.	OPENING: RESORT-HOLIDAY COLLECTION	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Showings Sept. 21, 23, 29, Oct. 1 at 10:30. By reservation. Contact: Sam Cohen, LO. 3-5650.		
Tuesday Sept. 21 11:30 A.M.	RESORT AND EARLY SPRING COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Coats and suits for Resort and early Spring. By reservation. Continuous daily thereafter. Contact: LA. 4-3310.		
Tuesday Sept. 21 12:00 Noon	HOLIDAY AND RESORT COLLECTION	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Showing of Holiday and Resort collection, designed by Don Breitinger, Sept. 21, 23, and Oct. 7 at 12:00 Noon. By appointment. Contact:LA.4-0237.		
Tuesday Sept. 21 12:30 P.M. Luncheon	HAUTE COUTURE FASHION SHOW	ALEXANDER'S	LEX.AVE.& 58TH STREET 3RD FLOOR
	Alexander's International Haute Couture fashion show and champagne basket luncheon for benefit of the American Cancer Society, N.Y. City Division. Honorary Chmn.: H.H. The Duchess of Windsor. Chmn.: Mesdames Edward F. Hutton and John R. Fell. Co-Chmn.: Mrs. William Poll. Repeat show at 5:30 P.M., champagne buffet. Tickets: $10.00 each. Contact: Cancer Committee, 7 East 52nd St. Public Relations: Serge Obolensky Assoc., 1114 First Ave., TE. 8-1649.		
Tuesday Sept. 21 1:15 P.M.	HOLIDAY AND RESORT COLLECTION	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showing of Holiday and Resort collection at 1:15. By appointment. (Note Change of Date.) Continuous thereafter. Contact: Florence Norrito, LO. 5-6123.		
Tuesday Sept. 21 2:30 P.M.	OPENING OF RESORT COLLECTION	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing Sept. 21 at 2:30; and Sept. 30 at 4:00. (Note Change of Date.) By reservation. Contact: Dorothy Herme, PE. 6-8412.		
Tuesday Sept. 21 2:30 P.M.	HOLIDAY, RESORT AND EARLY SPRING FASHIONS	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Holiday, Resort, and early Spring fashions, designed by Ole Borden. By reservation. Contact: LO. 4-3600.		
Tuesday Sept. 21 2:30 P.M.	RESORT AND EARLY SPRING COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Also Sept. 29 and Oct. 7 at 2:30. By reservation. Contact: PE. 6-6983.		
Tuesday Sept. 21 3:30 P.M. Cocktails	OPENING: HOLIDAY-RESORT COLLECTION	VI FEIGIN, INC.	491 SEVENTH AVENUE SHOWROOM - 12A
	Showing of Holiday-Resort collection, designed by Austin Howard Brown. By reservation. Contact: Miss Coila, LA. 4-8046.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 21 5:00 P.M.- 7:00 P.M. Cocktails	FIRST ANNUAL AWARDS: "NEWSWORTHY EYEWEAR"	FASHION EYEWEAR GROUP OF AMERICA	ST. REGIS HOTEL ROOF
	The Fashion Eyewear Group of America's first annual awards for outstanding achievement in newsworthy eyewear during the year. Fashion show and presentation of award-winning styles. Fashion and beauty editors will serve on Award Jury. By invitation. Publicity: Ruth Hammer Assoc., 350 West 51st St., 246-4818.		
Tuesday Sept. 21 6:15 P.M. Cocktails	BENEFIT PREVIEW-- "SYMPHONY IN B"	BLOOMINGDALE'S	5TH FLOOR
	Cocktail party and preview of Bloomingdale's annual storewide presentation. For benefit of the Juilliard School of Music Scholarship Fund. Tickets: $10.00; contact: Mr. R. Webster, Bloomingdale's. (For Release, Wed., Sept. 22.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7205.		
Beginning Tuesday Sept. 21	OPENING: HOLIDAY-RESORT COLLECTION	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Continuous showings of daytime and late-day junior cocktail and evening fashions, designed by Frances Prisco. Contact: LO. 4-9311.		
Wednesday Sept. 22 10:30 A.M.	PRESS PREVIEW OF FUR FASHIONS	HENRI BENDEL	2ND FLOOR FUR SALON
	Preview for press of fur collection, designed by Eric Lund exclusively for Henri Bendel. By invitation. (For Release, Fri., Sept. 24.) Publicity: Ruth Hammer Assoc., 350 West 51st St., 246-4818.		
Wednesday Sept. 22 11:30 A.M.	OPENING: HOLIDAY-RESORT COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showing of Holiday-Resort collection, designed by Dorothy Farbo. By reservation. Continuous thereafter. Contact: Marcella Wolfe, BR. 9-5991.		
Wednesday Sept. 22 12:00 Noon	RESORT AND EARLY SPRING COLLECTION	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showing Resort and early Spring collection. Contact: WI. 7-0152.		
Wednesday Sept. 22 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW	DAN MILLSTEIN, INC. (205 WEST 39TH ST.)	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Fall collection of coats and suits by Dan Millstein. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations ($5.00); CI. 6-9171.		
Wednesday Sept. 22 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER FURS	BEN KAHN FURS	SHERATON-EAST HOTEL DIPLOMAT SUITE
	Presentation of Ben Kahn's Fall and Winter fur fashions. By invitation. (For Release, Fri., Sept. 24.) Publicity: Connie O'Connor, McGeehan & O'Connor, 667 Madison Avenue, PL. 9-8150.		
Wednesday Sept. 22 3:00 P.M.	PREVIEW: FALL-WINTER FASHION COLLECTION	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
	Press preview of Elizabeth Arden's Fall-Winter fashion collection. By invitation. Publicity: Alan McGeehan at McGeehan & O'Connor, PL.9-8150.		
Wednesday Sept. 22 4:00 P.M.	RESORT AND HOLIDAY COLLECTION	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Malcolm Starr's Resort and Holiday collection, designed by Elinor Simmons, Sept. 22, 23, and 29 at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 22 4:00 P.M.	OPENING OF RESORT COLLECTION	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Showings Sept. 22, 23, 29, 30 at 4:00. By reservation. Contact: WI 7-8235.		
Thursday Sept. 23 12:00 Noon	OPENING: RESORT COLLECTION	ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	By reservation. Continuous daily thereafter. Contact: WI 7-0152.		
Thursday Sept. 23 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
	Imported Fall couture fashions, featuring originals and adaptations. Press by invitation. Public by reservation: $5.00; contact:"Banquet Dept.," PL 9-3000. Publicity: Rene Hall, OX 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL 2-5726.		
Thursday Sept. 23 1:15 P.M.	HOLIDAY AND RESORT COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM- 21ST FLOOR
	Showings Sept. 23 and 30 at 1:15. By reservation. Contact: Miss Fritzi, LO 5-4115.		
Thursday Sept. 23 4:00 P.M. Cocktails	SWIMWEAR COLLECTION DESIGNED BY BILL BLASS	ROXANNE (1407 BROADWAY)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
	Preview of the Roxanne Resort and Summer swimsuit collection, with a special group designed by Bill Blass. (Note Change of Time.) By invitation. Publicity: Ruth Hammer Assoc., 350 West 51st St., 246-4818.		
Thursday Sept. 23 4:00 P.M.- 7:00 P.M.	PREVIEW: "ART OF PERSONAL ADORNMENT"	MUSEUM OF CONTEMPORARY CRAFTS	29 WEST 53RD STREET MAIN GALLERY
	Preview of American Craftsmen's Council exhibit. By invitation. Open to public, Sept. 29-Nov. 7. Publicity: Sidney Dee Bloeme, JU 6-4490.		
Sept. 24	HENRI BENDEL RELEASE--Fur fashions. (Preview, Sept. 22--See Pg. 7)		
Sept. 24	BEN KAHN'S RELEASE--Fur fashions. (Preview, Sept. 22--See Pg. 7)		
Friday Sept. 24 9:30 A.M. Breakfast	PRESS PREVIEW: FUR FASHIONS	GEORGES KAPLAN	730 FIFTH AVENUE SALON
	Georges Kaplan's Fall and Winter fur fashions, designed by Jacques Kaplan. By invitation. (For Release, Mon., Sept. 27.) Contact: CI 6-3416.		
Friday Sept. 24 9:30 A.M. Breakfast	PRESS PREVIEW OF BAROCCO FASHIONS	BLOOMINGDALE'S	SPORTSWEAR DEPT. DOWNSTAIRS STORE
	Bloomingdale's will introduce M. Gilles and M. Rocco, whose collection of coats, suits and sportswear was created in Rome for their house of Barocco. By invitation. (For Release, Mon., Sept. 27). Publicity: Louise Langdon, PL 2-1212, Ext. 7202.		
Friday Sept. 24 3:30 P.M.	CHILDREN'S FASHIONS AT BENEFIT SHOWING	BERGDORF GOODMAN	2ND FLOOR CUSTOM SALON
	Gallery Collection by Florence Eiseman, and other B & G fashions, at a benefit show for children of Bellevue Hospital. By invitation. Contact: Mrs. Chambers, RE 7-0071. Publicity: Edith Kingston, PL 3-7300, Ext. 423.		
Sept. 27	ROSH HASHONAH (Monday)--First day of Jewish New Year.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 27	GEORGES KAPLAN'S RELEASE--Fur fashions. (Preview, Sept. 24--See Pg. 8)		
Sept. 27	BLOOMINGDALE'S RELEASE--Barocco fashions. (Preview, Sept. 24--See Pg. 8)		
Monday Sept. 27 8:00 P.M.	OPENING NIGHT OF OPERA SEASON	METROPOLITAN OPERA	MET. OPERA HOUSE B'WAY & 39TH STREET
	The eighty-second Metropolitan Opera season will open with a new production of Gounod's "Faust." Publicity: Francis Robinson, PE.6-1200.		
Tuesday Sept. 28 11:30 A.M.	PRESS PREVIEW: MADE TO-ORDER FUR FASHIONS	BERGDORF GOODMAN	2ND FLOOR FUR SALON
	Fall-Winter fur fashions, designed by Emeric Partos. By invitation. (For Release, Wed., Sept. 29.) Publicity: Florence Neff, PL.3-7300.		
Tuesday Sept. 28 2:30 P.M.; 4:30 P.M.	READY-TO-WEAR AND CUSTOM-ORDER	MARIANNE SPOTTISWOODE	33 EAST 68TH STREET SALON - 2ND FLOOR
	Two showings of custom-order fashions; also Italian and Paris imported ready-to-wear. By invitation. (Note Change of Date.) Publicity: Jan Taylor, TR.9-8965.		
Wednesday Sept. 29 9:30 A.M. Breakfast	PREVIEW: RESORT COLLECTION	CEIL CHAPMAN FOR MISS WINSTON	SHERATON EAST HOTEL BALLROOM
	Preview of Resort collection, designed by Ceil Chapman for Miss Winston. By invitation. Contact: LA.4-9925.		
Wednesday Sept. 29 10:30 A.M.	OPENING OF RESORT COLLECTION	OSCAR DE LA RENTA FOR JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Resort collection and early Spring wools at 10:30 A.M., Sept. 29 and Oct. 7. By appointment. Contact: Mabel Glemby, LA.4-9350.		
Wednesday Sept. 29 10:30 A.M.; 1:00 P.M.	OPENING: RESORT AND CRUISE DRESS COLLECTION	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
	Resort and Cruise dresses and separates, designed by Dorothy Cox, Sept.29 at 10:30 A.M. and 1:00 P.M. By reservation. Contact: CH.4-6350.		
Wednesday Sept. 29 12:30 A.M. Luncheon	PREVIEW: REVILLON FUR FASHIONS	REVILLON AT SAKS FIFTH AVENUE	ST. REGIS HOTEL
	Press showing of Revillon fur fashions. By invitation. (Note change of time.) (For Release, Fri., Oct. 1.) Publicity: Helen O'Hagan, PL.3-4000.		
Wednesday Sept. 29 1:00 P.M.	OPENING: RESORT-HOLIDAY COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings Sept. 29 and Oct. 7 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO.3-0988.		
Wednesday Sept. 29 2:30 P.M.	OPENING: RESORT COLLECTION	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showings Sept. 29 and 30 at 2:30 P.M. By reservation. Contact: CH.4-1872.		
Wednesday Sept. 29 2:30 P.M.	SPECIAL SHOWINGS: RESORT COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Special showings of Resort collection, designed by Bill Blass, Sept. 29 and Oct. 5 at 2:30. By reservation. Contact: Herman Seigenfeld, LA.4-6968.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 29 3:00 P.M.	OPENING OF RESORT COLLECTION	CATHERINE SCOTT, LTD.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showing of Catherine Scott's Resort collection, Sept. 29, Oct. 4, Oct. 7 at 3:00 P.M. By invitation. Contact: Margie Lefcourt, 524-7093.		
Wednesday Sept. 29 3:30 P.M. Cocktails	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
	By invitation. (For Release, Thurs., Sept. 30.) Contact: CI.5-0322. Publicity: Serge Obolensky Assoc., 1114 First Ave., TE.8-1649.		
Wednesday Sept. 29 4:00 P.M.	RESORT, ADVANCE SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Two showings for buyers Sept. 29 at 4:00 P.M., and Oct. 4 at 2:30 P.M. By reservation. Contact: Joanne Jaap or Muriel Morris, LO.4-9220.		
Beginning Wednesday Sept. 29	INFORMAL SHOWINGS OF RESORT COLLECTION	NINA RICCI-NEW YORK	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings of Resort collection, designed by Gerard Pipart of Nina Ricci, Paris. By appointment. Contact: Marta Schreiber, LA.4-9350.		
Beginning Wednesday Sept. 29	OPENING: RESORT COLLECTION	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Daily informal showings of Resort collection, by appointment. Contact: Faye Berke, CH.4-7270.		
Beginning Wednesday Sept. 29	EARLY RESORT AND HOLIDAY COLLECTION	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Daily informal showings of early Resort and Holiday collection, by appointment. Contact: LW.4-0454.		
Thursday Sept. 30 8:45 A.M. Breakfast	PRESS PREVIEW: MISSES AND JUNIOR SWIMWEAR	JANTZEN	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
	Preview of misses' and juniors' swimwear and sportswear by Jantzen. Press only. By invitation. Publicity: Shirley Shannon, 697-0811.		
Thursday Sept. 30 10:00 A.M.	RESORT AND EARLY SPRING COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings Sept. 30, Oct. 5, 7 at 10:00. For reservations, contact: Miss Rose. Publicity: Judith Jackson, LA.4-7626.		
Thursday Sept. 30 11:30 A.M.	PREMIERE SHOWING: HOLIDAY & RESORT	ANDREW WOODS, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Premiere showing of Holiday-Resort collection at new showroom, Sept. 30 and Oct. 7 at 11:30 A.M. By reservation. Contact: Phil Davidson, 564-3857.		
Thursday Sept. 30 1:00 P.M.	PREVIEW: HOLIDAY-RESORT COLLECTION	MOE NATHAN, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Holiday-Resort collection, designed by Miguel Dorian. By reservation. Continuous thereafter. Contact: Valerie Ward, LW.4-2717.		
Thursday Sept. 30 2:30 P.M.	OPENING OF RESORT COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings Sept. 30 and Oct. 7 at 2:30. By reservation. Contact: Estelle Marr, LO.3-1600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 30 2:30 P.M. Cocktails	RESORT AND SPRING DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Opening of Resort and Spring dress collection. For press and resident buyers, by invitation. Contact: Jeanette Gottlieb, BR 9-6560.		
Beginning Thursday Sept. 30	OPENING: RESORT COLLECTION	GORBAN, INC. (FORMERLY MAGDA, INC.)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Daily informal showings of Resort collection, designed by Ben Rodia. Contact: Beverly Mattis, LO 4-1390.		
Oct. 1	SAKS FIFTH AVENUE RELEASE--Revillon furs. (Preview, Sept. 29--See Pg. 9)		
Friday Oct. 1 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
	Co-chairmen: Jacqueline Horscher, Vogue-Butterick Pattern Service; and Ruth Sublette, The Wool Bureau. Prices: $10.00, members; $12.00, guests. Spring-Summer, 1966, fabrics exhibit. (Admission $2.00 for those without luncheon tickets.) Contact: CI 7-3940.		

SPRING OPENINGS BY LOS ANGELES FASHION GUILD IN LOS ANGELES

Saturday Oct. 2- Oct. 4	Oct. 2: 8:00 P.M. Cooper Couture.
	Oct. 3: 12:00 Noon. Peggy Hunt. 2:00 P.M. Lee Herman. 4:30 P.M. Michael Novarese. 6:00 P.M. Helga.
	Oct. 4: 8:30 A.M. Stanley Nelson. 10:00 A.M. Elis Porter. 10:00 A.M. and 2:00 P.M. Harrolds. 1:30 P.M. Travilla. 3:00 P.M. Helen Rose. 4:30 P.M. Georgia Bullock. By appt. Adele of California, Mike Anthony, Couture West, Wayne Fuller, Michaelson, M. Nadler, Oscar of Beverly Hills. All showings by invitation only.
	Contact: Kathryn Safford, 3810 Wilshire Blvd., Los Angeles, California.

Sunday Oct. 3 4:30 P.M. Cocktails	SPRING FASHIONS IN CALIFORNIA	MICHAEL NOVARESE (711 NO.LA CIENEGA BLVD.)	BEVERLY HILLS HOTEL RODEO ROOM
	Preview of Spring, Cruise, and Holiday fashions. By invitation. Thereafter by appointment in showroom. Contact: OL 2-9010 (L.A.).		
Sunday Oct. 3 6:00 P.M. Cocktails	SPRING FASHIONS IN CALIFORNIA	HELGA (722 SO.LOS ANGELES ST.)	BEVERLY HILLS HOTEL BEVERLY HILLS, CAL.
	Helga will preview their Spring collection. By invitation. Contact: Walter Oppenheimer, MAdison 7-0806 (L.A.).		
Monday Oct. 4 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FAIR	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR GARDEN ROOM
	Fashions, home furnishings and accessories from around the world. By invitation. (For Release, Tues., Oct. 5.) Publicity: Jane Miller, TR 5-0195.		
Monday Oct. 4 10:30 A.M. Coffee	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
	Preview of Fall-Winter fur fashions. Showing at 11:00 A.M. By invitation. (For Release, Tues., Oct. 5.) Publicity: Vera Bacal, CI 7-1388.		
Tuesday Oct. 5 10:30 A.M.	PREMIERE SHOWING OF SPRING SUIT COLLECTION	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Spring suits, featuring wools, doubleknits, and weathervanes. By invitation. Thereafter, Oct. 26, Nov. 2, 9, 16 at 10:30 A.M. By appointment. Contact: Norma Rosseau, LO 4-7832.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct 5 2:30 P.M.	OPENING OF RESORT COLLECTION	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Showing of Resort collection, designed by Peggy Thayer, on Oct. 5,12,13, 14, 19, 20, 21 at 2:30. By reservation. Contact: Kay Farmer, OX 5-4812.		
Tuesday Oct. 5 2:30 P.M.- 4:30 P.M.	DIAMONDS-INTERNATIONAL AWARDS EXHIBITION	N.W. AYER & SON, INC.	INST.OF INTL.EDUCATION 809 U.N. PLAZA
	Press preview and exhibition of award-winning jewelry designs by 23 jewelers, representing six countries. By invitation. (Public exhibition, Oct. 6-8.) Publicity: Mildred Kosick, PL 7-5700.		
Oct. 6	YOM KIPPUR--Wednesday (Jewish Day of Atonement)		
Thursday Oct. 7 9:30 A.M. Coffee	PRESS PREVIEW OF SKI FASHIONS	BONWIT TELLER	FLOOR TO BE ANNOUNCED
	Bonwit Teller's preview for the press of ski fashions. By invitation. (For Release, Fri., Oct. 8.) Publicity: Carolyn Saks, EL 5-6800.		
Thursday Oct. 7 4:00 P.M. Cocktails	PRESS PREVIEW OF JEWELRY FASHIONS	H. STERN OF BRASIL	681 FIFTH AVENUE SHOWROOM
	"Stones and Tones"--a new concept in jewelry fashions, modeled by the international beauties from Clairol's "World's Fair Carousel". By invitation. Publicity: Dee Bass, Cotton & Bass, HA 1-4737.		
Friday Oct. 8 11:00 A.M.	FIRST SHOWING: RESORT & SPRING	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	By invitation. Thereafter Oct. 11 at 4:00 P.M.; Oct. 12 and 18 at 11:00 A.M. By invitation. Contact: Pat Brooks, WI 7-4968.		
Friday Oct. 8 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARDS	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
	Twenty-third annual American Fashion Critics Awards, presented by Coty. Fashion Show at 9:00 P.M. By admission ticket only. Publicity: Eleanor Lambert, MU 8-2130.		
Monday Oct. 11 4:00 P.M.	PRESS PREVIEW OF FUR FASHIONS	BONWIT TELLER	2ND FLOOR FUR SALON
	Bonwit Teller's preview of fur fashions, for the press. By invitation. (For Release, Tues., Oct. 12.) Publicity: Carolyn Saks, EL 5-6800.		
Tuesday Oct. 12 1:00 P.M.	RESORT-SPRING JUNIOR FASHIONS	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings Oct. 12, 13, 19, 26, Nov. 2, 9 at 1:00 P.M. Contact: Ellen Roselle, LO 4-0462.		
Thursday Oct. 14 1:00 P.M.	OPENING: RESORT AND SPRING COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showings at 1:00 P.M., Oct. 14, 18, 19, 20, 25, 26. By appointment. Contact: Jean Roberts, LA 4-3520.		
Monday Oct. 18 3:00 P.M.	PRESS SHOWING: FALL AND WINTER COIFFURES	INTERCOIFFURE	HOTEL PIERRE BALLROOM
	Intercoiffure, U.S.A. will present new Fall and Winter coiffure fashions. Press by invitation. Contact: John Bernard or Marsha Gerber, PL 2-2254. Tickets: $10.00. Contact: Mr. Richard of the Madison, EL 5-4477.		

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